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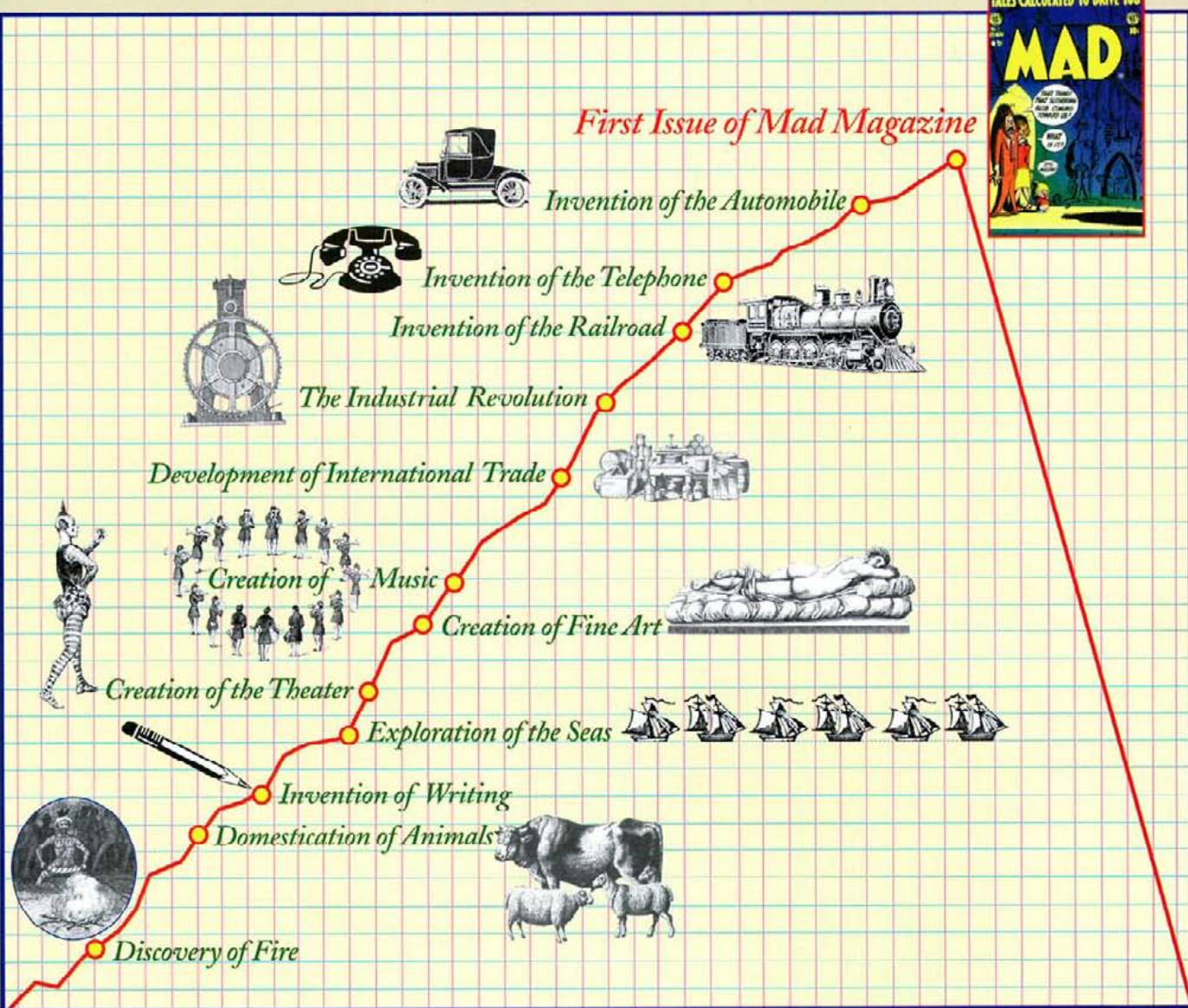


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**APRIL 1997** **NUMBER 356**

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— *Alfred E. Newman*



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FRONT COVER ARTIST: RICHARD WILLIAMS  
FRONT COVER IDEA: TOM BRODERIDGE & LISA DUMOND

ABSOLUT VODKA AD REJECTS  
ARTIST: GREG THEAKSTON WRITER: AL JAFFEE  
COVER BORDER ARTIST: TOM BUNK





MAD #357  
ON SALE  
APRIL 29!

## TAKING ALFRED TO NEW HIKES

Enclosed is a photo of my friend Chris Ceccarelli holding a banner with a picture of Alfred E. Neuman. Here is the story of this old flag: From 1948 to 1960 I was scoutmaster of Boy Scout Troop 285 in West Seattle. During the mid 1950s some of the boys started bringing MAD on our camping trips. We used to sit around the campfire in the evening and read MAD and make jokes about Alfred E. Neuman and "What, me worry?" I probably never would have paid much attention to MAD if it hadn't been for these kids.

Some of us thought we ought to have a mascot and a flag.

The result was the banner you see in the picture. I drew the face on a piece of cloth with a black crayon and then put a hem around it and attached

tie-tapes so it could be tied to a stick. Note the stain marks on the flag; it never has been washed.

I am 75 years old now and no longer do any backpacking but I have a lot of color slides of Troop 285 on their summer hikes. I am glad to know that MAD is still going strong and my friend Chris, who is 12 (almost 13) reads every issue.

Will Daly  
Seattle, WA

Thank you for your wonderful letter!  
Thanks especially for leaving out some details, like how the flag got stain marks on it in the first place! —Ed.

## MAD E.S.P.?

I was recently going through an old issue and happened upon something that could be no less than prophecy. In issue #234, there is an article entitled "Commemorative Stamps That Tell It Like It Really Is" (pages 14 - 15). One of the stamps commemorates "50 Years of Insurance Frauds" and shows a picture with the caption "Chicago Arsonist Tim 'Torch' McVey." How much closer could you have come to the same name and (alleged) occupation of one of the men (allegedly) responsible for the Oklahoma City bombing 13 years before it actually happened? We can only hope that there are more prophecies that come to pass from your magazine, namely that "cheap" might someday refer to the price and not the content!

Graywolf01@aol.com



From MAD #234, Oct. '82

Wolfie — If you're willing to overlook that all the facts are wrong (it's McVeigh, not McVey; it was terrorism, not arson; it was in Oklahoma, not Chicago) then you're right — we hit the nail on the head! Actually, we consider much more eerie a very early Dave Berg strip indicating bad things ahead for Gen. George Custer at Little Bighorn, months before it happened! —Ed.

## DENTAL ILLNESS

Despite being one of the least sophisticated humor products available, I rather

enjoy my MAD subscription. I also enjoy wasting time carving pumpkins at Halloween. Enclosed please find photo of one of this year's efforts. Some October issue should/could depict the headless horseman

from Washington Irving's *The Legend of Sleepy Hollow* riding with such a jack-o-lantern.

Dr. Henry E. Zimmermann, D.D.S., S.C.  
Burlington, WI

Doc — Suggesting a *Legend of Sleepy Hollow* cover? Apparently you've forgotten the cover of MAD #59, our December 1960 issue! Why don't you take a look for it in your waiting room — after all, the issue is only 37 years old, so it's probably still there! (Look for Dr. Henry's carving skills in our special pumpkin section!) —Ed.

## ATTENTION SUBSCRIBERS!

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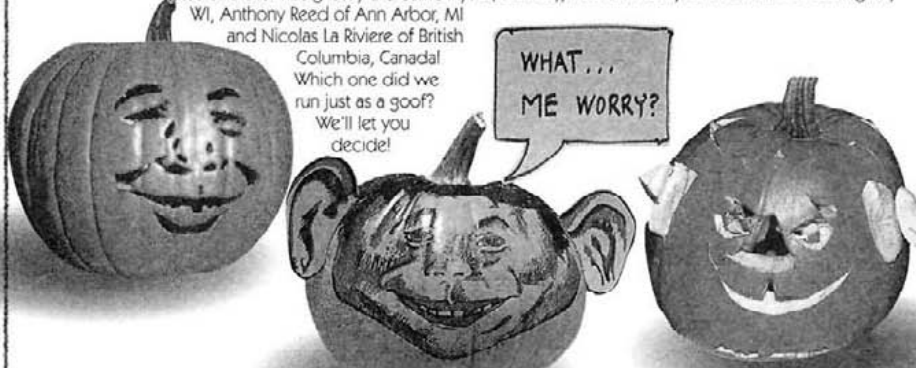
## HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 356, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

## SMASHING PUMPKINS • SMASHING PUMPKINS • SMASHING PUMPKINS

Around here on Halloween, we don't even carve pumpkins anymore — we just wait for people to send us photos of theirs! This ghastly trio came in, respectively, from Dr. Henry Zimmermann of Burlington,

WI, Anthony Reed of Ann Arbor, MI and Nicolas La Riviere of British Columbia, Canada! Which one did we run just as a goof? We'll let you decide!





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## IT WAS "THE BEST OF" TIME...

For the tenth consecutive year, we now present two lucky reader's choices for MAD's best of the past year. Why are they lucky? Well, we're not charging them to print their cockamamie lists!

I spent hours mulling over all my '96 issues, selecting the pointless drivel that was superior to all else. Let me tell you, it wasn't easy!

- Best Movie Satire:* The Nerdage (#348)
- Best TV Satire:* Carolwhine Sitting Pretty (#345)
- Best Article:* Quotes You Can Bet Were Never Said: (#350)
- Best Satire of a Movie That Deserved it:* Twisters (#349)
- Best Satire of a TV Show That Deserved it:* Too Bad About You (#342)
- Best Lighter Side of:* (#351)
- Best Spy Vs. Spy:* (#345)
- Best Tales From the Duck Side:* The Pernicious Plaything Payoff (#344)
- Best Cover:* 350th Issue (#350)
- Best Back Cover:* A Fairy Tale We'd Like to See: (#346)
- Best Fold-In:* Home Grown Nuts (#349)
- Best Alfred E. Neuman Quote:* (#349)
- Best Super Special:* #111 (Big Bad MAD #2)
- Best Overall Issue:* (#346)

Jessi Taylor  
Williams, AZ



Here are my choices for 1996's best...

- Best Movie Satire:* It's Depends Day (#350)
- Best TV Satire:* Jerkules and Zima (#349)
- Best Article:* Appliance Story (#345)
- Best Satire of a Movie That Deserved it:* The Hunchback and Note the Dame (#351)
- Best Satire of a TV Show That Deserved it:* Single Louts (#350)
- Best Lighter Side of:* (#350)
- Best Spy Vs. Spy:* (#350)
- Best Tales From the Duck Side:* The Doopy Dungeon Debacle (#349)
- Best Aragones MAD Look At:* Drinking (#343)
- Best Cover:* Congratulations Class of '96 (#345)
- Best Back Cover:* Just For Rodman Hair Color: (#352)
- Best Fold-In:* On the FOX Network (#342)
- Best Alfred E. Neuman Quote:* (#350)
- Best Super Special:* #117 (The Aliens Are Here!)
- Best Overall Issue:* (#346)

Thank you for your (waste of) time!  
Bobby Radisky  
Monterey, CA

## MENTAL DECAY

I am in graduate school and writing a paper on mental illness in the mass media. I would just like to have a brief background on MAD Magazine. I would like to know if the magazine is called MAD in reference to mental illness among other things. Answering as soon as possible is greatly appreciated.

Doo22@aol.com

We'd like to answer, but the people who live upstairs are beaming thought waves into our brains and it...HURTS...SO...MUCH! Where is that tinfoil helmet!? Oh boy, it's juice time...hmm! Thanks for writing and remember to read *Catcher in the Rye*! Seriously, if you really want to know about mental illness in the mass media, write to *The Weekly Standard*, attn: Fred Barnes! —Ed.

## WEALTH ON PAPER

I was over at a friend's house a while ago and he showed me a piece of paper (wow!). At first it appeared normal, but when it was held up to a light, a picture of Alfred E. Neuman appears. I was just wondering, how much is it worth?

Hobbes013@aol.com

We contacted Grant Geissman, author of *Collectibly MAD, the MAD and E.C. Collectibles Guide* (Kitchen Sink Press), and he said such a piece of paper would be worth between \$1 and \$10,000 depending upon the paper's age, condition and (most importantly) the gullibility of the person who wants to buy it! We don't have such a piece of paper ourselves, but if you're interested (and you sound like the kind of person who would be) we do have a corn muffin that bears an uncanny resemblance to Federal Reserve Chairman Alan Greenspan! It's a steal at only \$9,999! —Ed.

## WHAT SORT OF PEOPLE READ MAD?

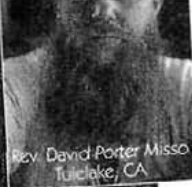
Unsolicited Photos Sent In By Our Readers



John, Lourdes &  
Junior Amador  
Tegucigalpa, Honduras



Goddess  
Ambrosia  
Brooklyn  
Heights, NY



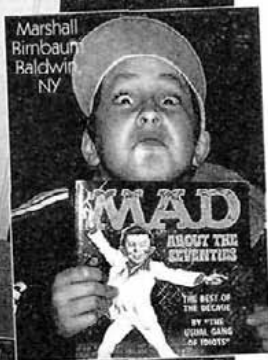
Rev. David Porter Missio  
Tullake, CA



Denise Weick  
Chicago, IL



Scoutmaster Will Daly  
Seattle, WA



Marshall  
Bimbaun  
Baldwin  
NY



Miami & Nikki Payne  
Ontario, Canada



Ellie Jones  
Melrose, MA





A good storyteller always adds a little bit of his own personality and unique sensibilities to whatever story he's telling. A rotten story-

# KIDS' CLASSIC STORIES

## Pinocchio

as told by Bill Clinton



he story of Pinocchio should inspire us all. In his early years, people mocked him for being a wooden puppet, but, like Vice President Gore, he struggled mightily to overcome that negative image.

Pinocchio, however, had a bigger problem, and I can feel his pain. From time to time, he told a lie, and whenever he did his nose grew longer and longer.

This was harsh punishment even though most of his lies were understandable. Pinocchio, you see, was protective of his family, friends and former business associates and he felt that telling the truth might hurt them, not that he was personally responsible for anything bad they'd done.

But he knew that if he continued to lie, he'd never turn into a flesh-and-blood human being. So he came up with a very clever solution. By avoiding telling the truth, he wouldn't have to lie. From then on, whenever he was asked a tough question about his ethics or hanky-panky, he never answered it directly. Instead, he would skirt the issue. No, wait, "skirt" is another problem I'd rather not get into right now. Anyway, he waffled or talked around it in vague generalities, which meant, of course, that no one could technically accuse him of lying, even if he was testifying under oath for some politically-driven special prosecutor.

Happily for Pinocchio, his cleverness paid off and he was granted his wish to become a human being. So let us remember the moral of the story: Waffle your way through life and you will be rewarded with success, power and riches. After all, would I lie to you?

## The Old Woman who Lived in a Shoe

as told by Ralph Reed



here was an old woman who lived in a shoe Who had 17 kids, and she still wasn't through; Each year she got pregnant and gave birth once more, And they filled up her shoe till she couldn't keep score;

A God-fearing Christian, she valued each soul,

But the pro-choice fanatics raged out of control;

"Go have an abortion!" they yammered each time,

But she knew such an act was a villainous crime;

"I've heard of those filth-ridden clinics of slaughter,"

She said, hatching out a new son or new daughter;

"I've heard Pat Buchanan and know all too well

That those murderous doctors are butchers from hell!"

Today the old woman still lives in her shoe,

Though how she's subsisting we've nary a clue;

It's rotting and leaking, her leather enclosure;

so far, 13 children have died of exposure.

While eight or nine others, who lack medication,

Will perish quite soon from disease and starvation;

Some say she needs handouts to help her along,

But welfare is wasteful and morally wrong;

The lessons of hardship are ones she must learn,

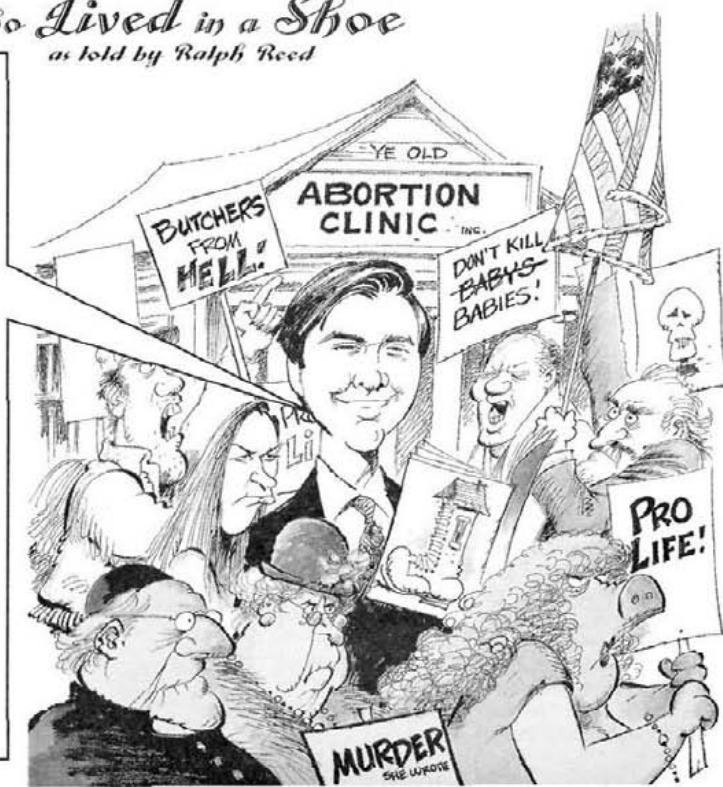
And her hopes of survival are not our concern;

So let's praise the old woman who lives in a shoe,

Who resists the pro-choicers as true Christians do;

By rearing her children midst trouble and strife,

She can proudly proclaim, "Hey, I've given them life!"





# AS TOLD BY FAMOUS PEOPLE

## Goldilocks and the Three Bears

as told by Louis Farrakhan



**G**oldilocks — her real name was Goldberg — was a forest merchant who preyed on the less fortunate with typical Jewish cunning and greed. So it was that when the Three Bears were away attending the Million Bear March, she broke into their house to repossess the goods she'd sold them.

They were only a week behind in their payments, plus the 37 percent monthly interest charges, but to Goldilocks they were deadbeats. "Business is business," she said, rubbing her hands together as only miserly Jews can do.

Filled with a new sense of Bear pride, the family returned home and were heartsick to find that their most valued possessions had been taken away.

"Some Zionist oppressor has stolen my Black and Decker Workmate!" cried the Papa Bear.

"Some money grubbing Hebrew infidel has stolen my Amana Range!" cried the Mama Bear.

"Some sheeny meanie has stolen my Barbie and Mustafa Dolls!" cried the Baby Bear.

And with that the family joined forces with all the other victimized bears and drove Goldilocks out of the forest.

Naturally, the events related here were not reported by the press, but that should not surprise us. As everyone knows, the media is totally controlled by the Jews.

## Cinderella as told by Howard Stern



**T**ake my word for it, Cinderella was sooo hot. Problem was, her life sucked. Her father, a real A-Hole, got remarried to a semen-receptacle who had two daughters, both ugly cows who smelled like Jackie's crotch.

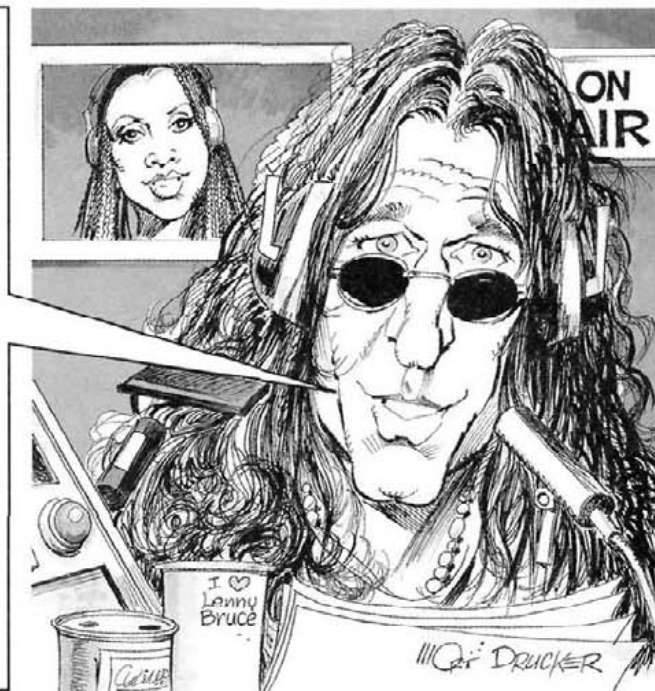
Cinderella's life was in the toilet, Robin. Her step-mother and stepsisters treated her like a douche bag. But though she got dumped on, Cinderella never complained. For all I know, she may have been a closet bondage freak and got turned on by the abuse.

The local prince, who'd gotten tired playing with himself, was giving a palace ball to find himself a bride. The fat-assed stepsisters were allowed to go, but not Cinderella, who was tied up in her room. That's so hot!

Suddenly there appeared her fairy godmother, a cross-dressing lesbian in black leather and waving a magic whip. Oooh, what I would love to do to her, Robin. Oh, God! But anyway, the fairy god-mother said to Cinderella, "Get it on with me, and you'll go to the ball." "Whatever you want," said Cinderella, who swung both ways and loved the idea of being a sex slave.

"You make me so horny. Man, I wanna do you!" said the prince when he danced at the ball with Cinderella, but at midnight she fled the castle, leaving behind her G-string. For days afterward, the prince searched for its owner. Both stepsisters tried it on, but they both had fat asses so they didn't stand a chance.

Finally it was Cinderella's turn. The G-string fit perfectly around her hot, wet...oh man! She and the prince were married and, sharing their bed with the kinky fairy godmother, lived hornily ever after.

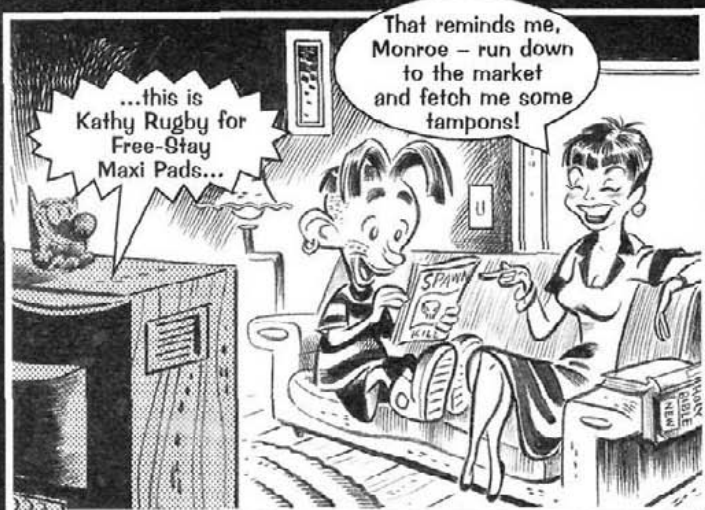




# MONROE &

It's painful-childhood-memory-time!

Meet your newest best buddy Monroe, and join him on an angst-ridden teenage adventure!



Hi, Monroe!  
Are you going to the dance tonight? Maybe you and I could... oh...



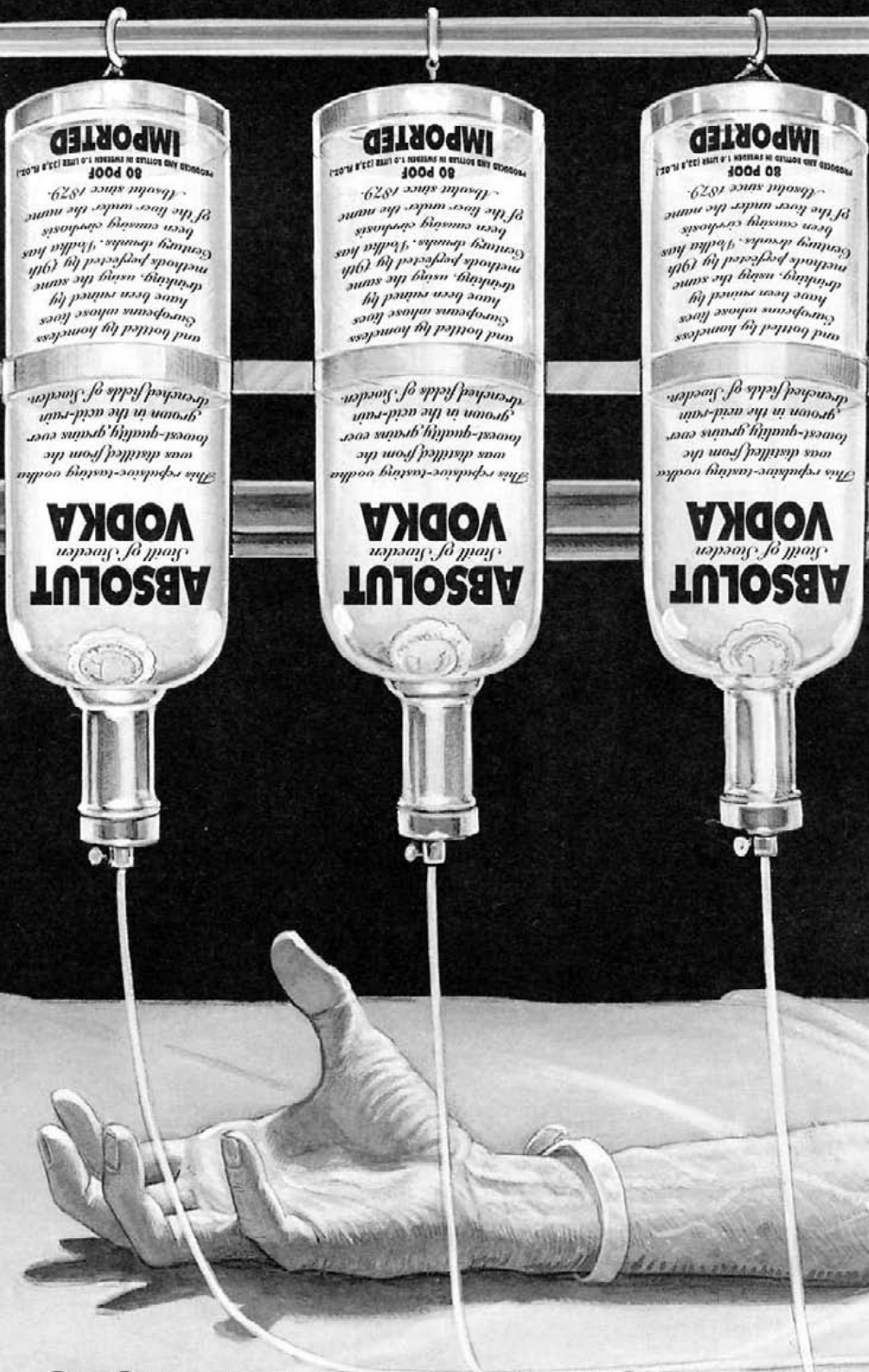
# THE CURSE



ARTIST: BILL WRAY

WRITER: ANTHONY BARBIERI





# ABSOLUT KEVORKIAN.



That Joey Buttafuoco's not such a bad guy. Sure, he cheated on his wife, slept with a minor and made a career as America's most noteworthy scuzzbucket. (No small feat with Senator Bob Packwood around!) But consider this: Joey's redefined male valor and gallantry for a new generation of sleazy, pot-bellied, desperate men! Here's...

# JOEY BUTTAFUOCO'S GUIDE TO CHIVALRY

**The Situation:**

Your date for the evening is approaching the car door.



**The Question:**  
Is it appropriate to open the door for her?

**Joey's Solution:**

Let's put it this way: If ya paid her less than thirty bucks, sure, be a stand-up guy! But if she's charging Heidi Fleiss prices, hey, let the rich bitch get her own door!



**The Situation:**

You're at a restaurant on a first date with a little honey who seems eager to play the role of your after-dinner mint. She offers to pay for her half of the meal.



**The Question:**  
Should you accept her money?

**Joey's Solution:**

No way! Spring for the pasta! It's a small price to pay compared to what it'd cost ya for X-rated videos and one of them blow-up dolls if you were to spend the night alone!





**The Situation:**

You're sitting on the subway reading the newspaper. You look up and see a tired looking chick standing over you.



**The Question:**  
**Should you offer her your seat?**

**Joey's Solution:**

Hey, they want to be "equal," right? Let her stand! Unless she's wearing one of them low cut blouses that you can see down past her boobs to her navel! In that case, give her your seat right away and then enjoy the view all the way to Africa!



**The Situation:**

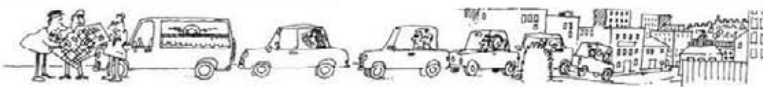
You're rushing through a department store and arrive at your escalator at the same time as a hot babe.



**The Question:**  
**Should you stop and let her go in front of you?**

**Joey's Solution:**

Ask yourself, "Do I want this chick's butt in my face for the next 45 seconds, or what?" If your answer's yeah, hop right on behind her! If your answer's no, then just cut in front of her, or let her go, breathe deep and wait for a chick with a better butt to come along!



**The Situation:**

A foxy babe with a body more curvaceous than the Pacific Coast Highway accidentally drops her purse, spilling its contents on the sidewalk.



**The Question:**  
**Should you help her reclaim the displaced articles, or casually stand back, gawking at her breasts and butt as she collects her belongings?**

**Joey's Solution:**

Don't be a putz all your life! Introduce yourself and get an up-close view of her cleavage! Pay close attention to the crap in her bag and you might even be able to find out what kind of protection she carries – you know, the pill, condoms, mace, that kinda thing!



**The Situation:**

While out for an afternoon stroll, you bump into a buddy's old lady overloaded with packages.



**The Question:**  
**Should you offer to help carry her load?**

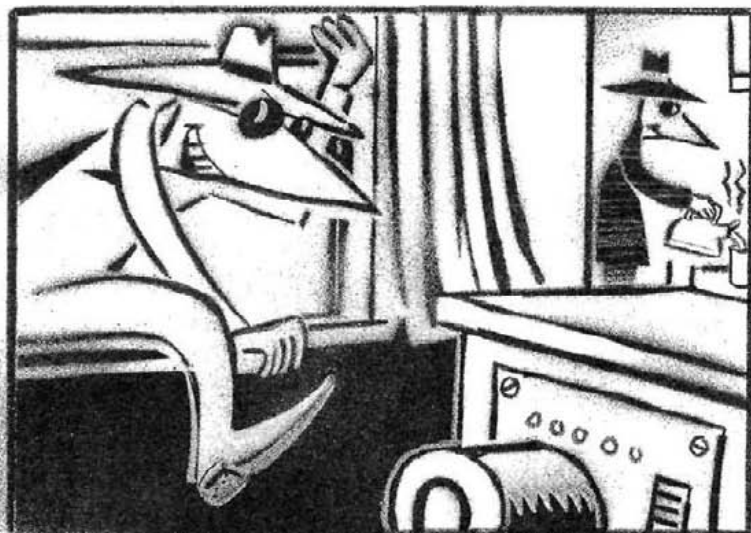
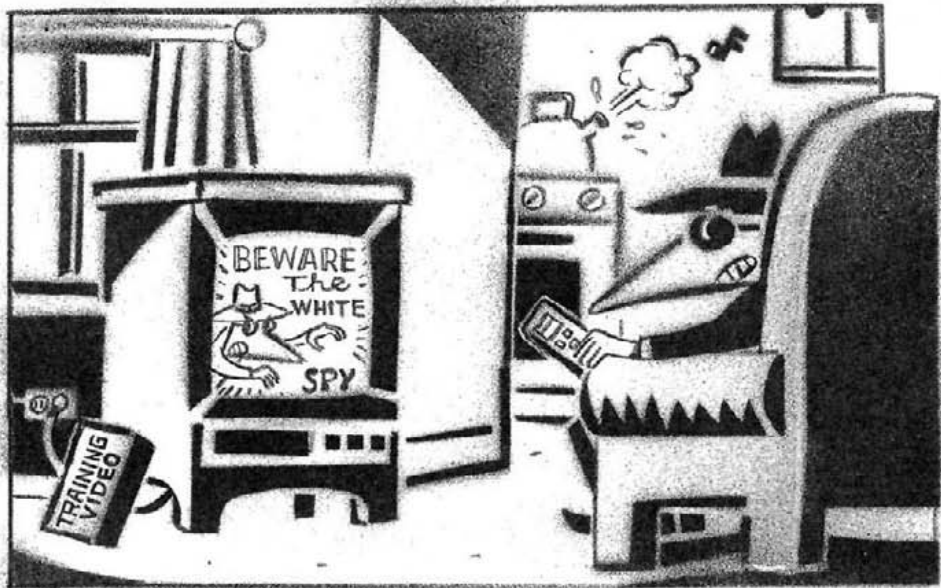
**Joey's Solution:**

Of course, give her a hand, dickweed! It's a great chance to cop a few cheap feels when you reach for the packages! Not only that, but by carrying her stuff home she'll think you're one of those sensitive-type guys – not like her rotten husband – and maybe show ya some action while he's at work!

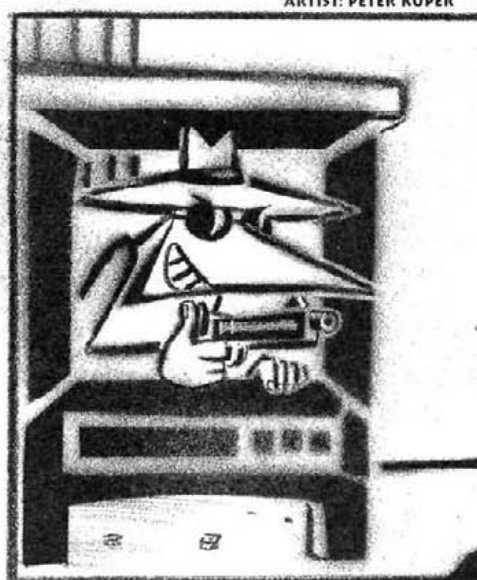
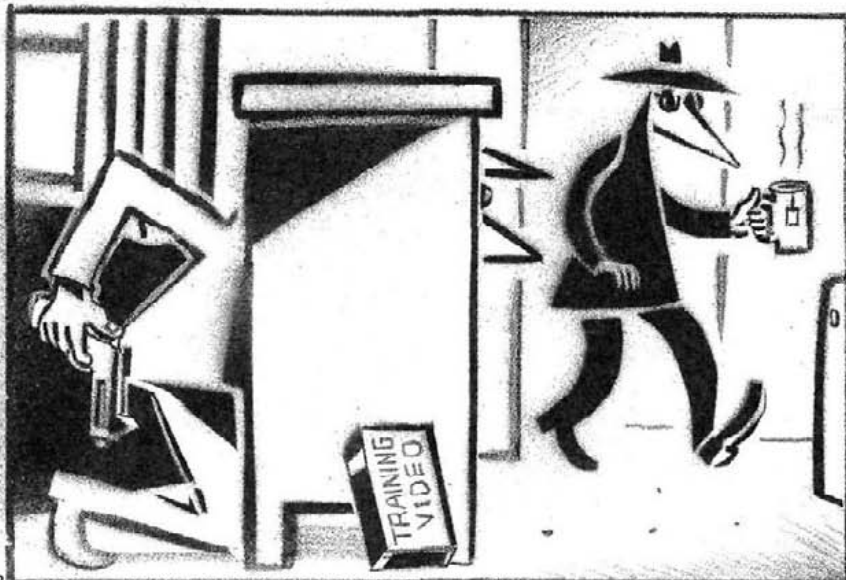


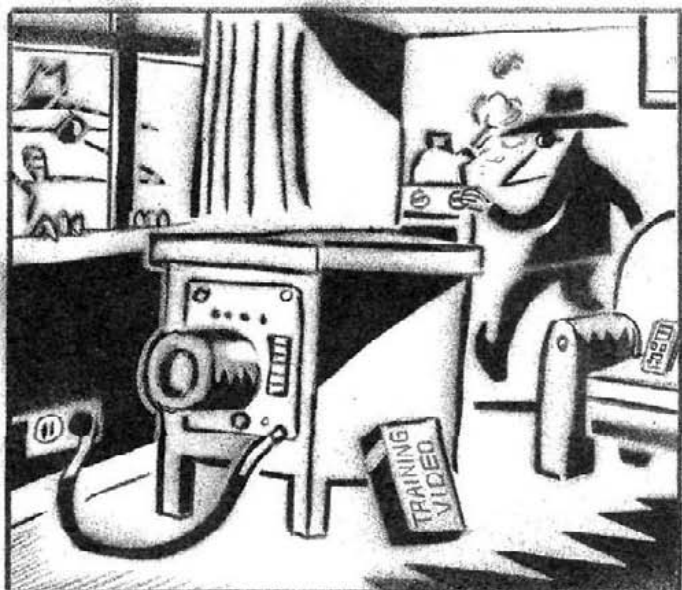
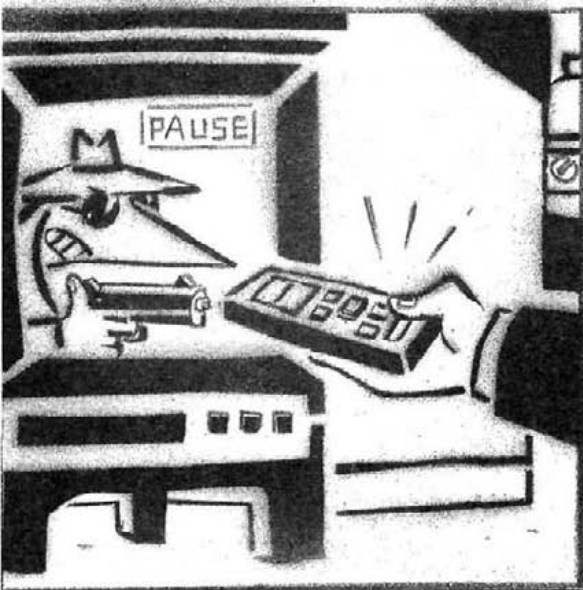


# SPY VS SPY



ARTIST: PETER KUPER





WRITER: MICHAEL GALLAGHER



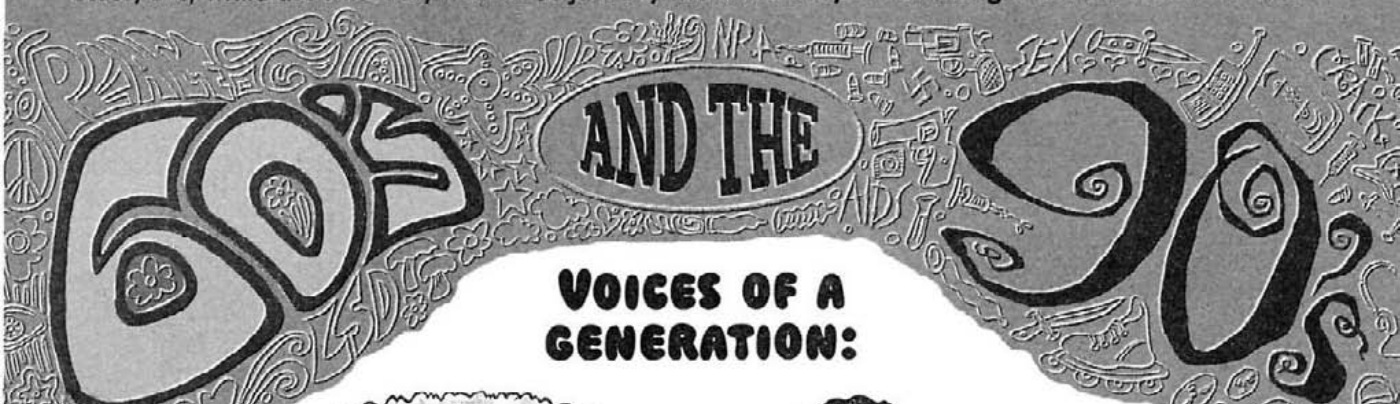


# One Grim Day in a Waiting Room





Generations come and generations go, and with each change of an era comes challenging personal and social issues, revolutions, rebellions and an idealist youth culture. The Sixties brought Vietnam, Kent State, LBJ, while the Nineties, well...let's just say the times they are a' changin' as MAD contrasts the...



## VOICES OF A GENERATION:



**60's SIMON & GARFUNKEL**



**90's BEAVIS & BUTT-HEAD**

### 60's Free Love



### 90's \$2.99-per-minute Love



### 60's Tune in, turn on, drop out...



### 90's Rent it, view it, rewind it...





**60's Inner-peace-seeking Zenmasters**



**90's Inner-shank-tweak-ing Thighmasters**



**60's Nightmare Happening: A "Bad Trip"**



**90's Nightmare Happening: Kathie Lee's Carnival Cruise**



**60's DR. STRANGELOVE**



**90's DR. KEVORKIAN**



**60's The British Invasion**



**90's The Illegal Alien Invasion**



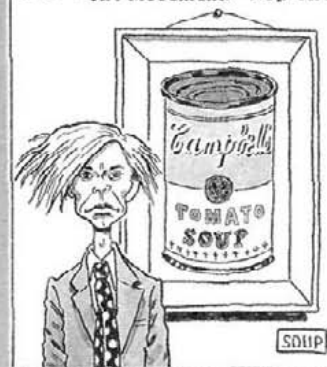
**60's Minority Hero: Rosa Parks**



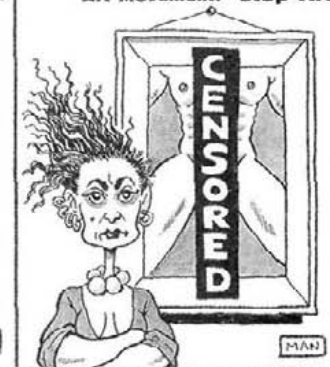
**90's Minority Hero: Rosa Lopez**



**60's Outrageous, Influential Art Movement: "Pop Art"**



**90's Outrageous, Influential Art Movement: "Stop Art"**



**60's Social Journalists: Capote, Wolfe, Thompson**



**90's Social Journalists: Ricki, Geraldo, Oprah**

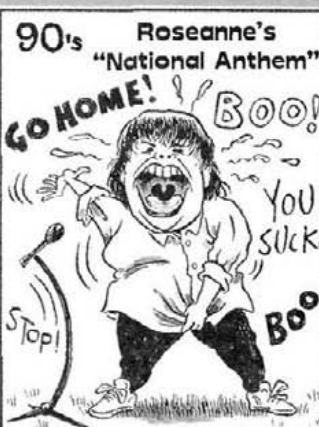
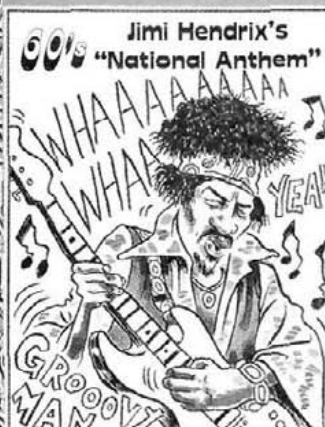
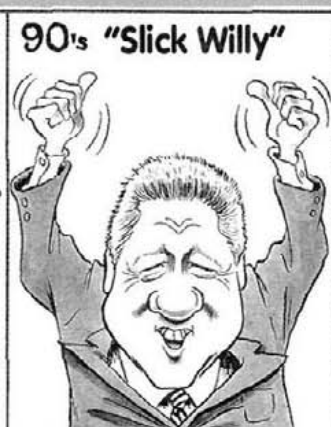
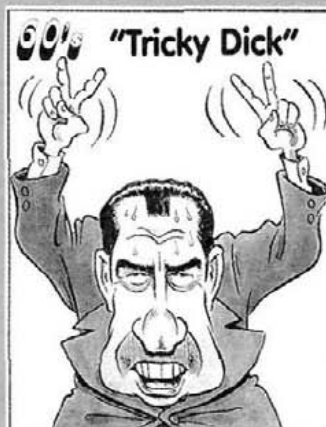
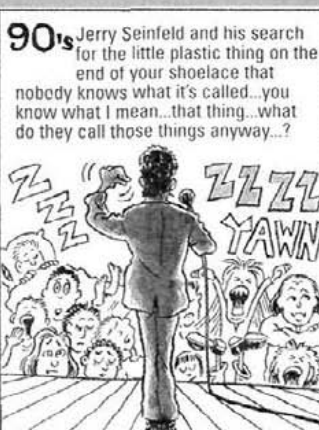
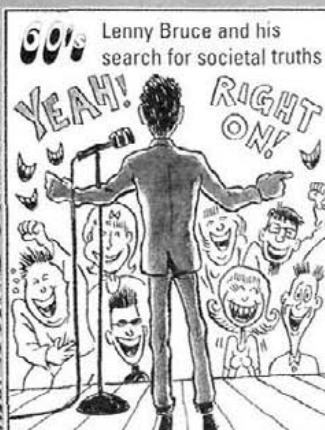
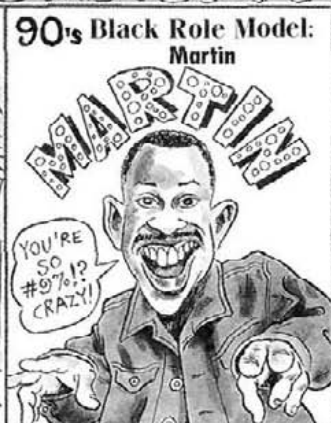


**60's The Big Question: "Is God Dead?"**

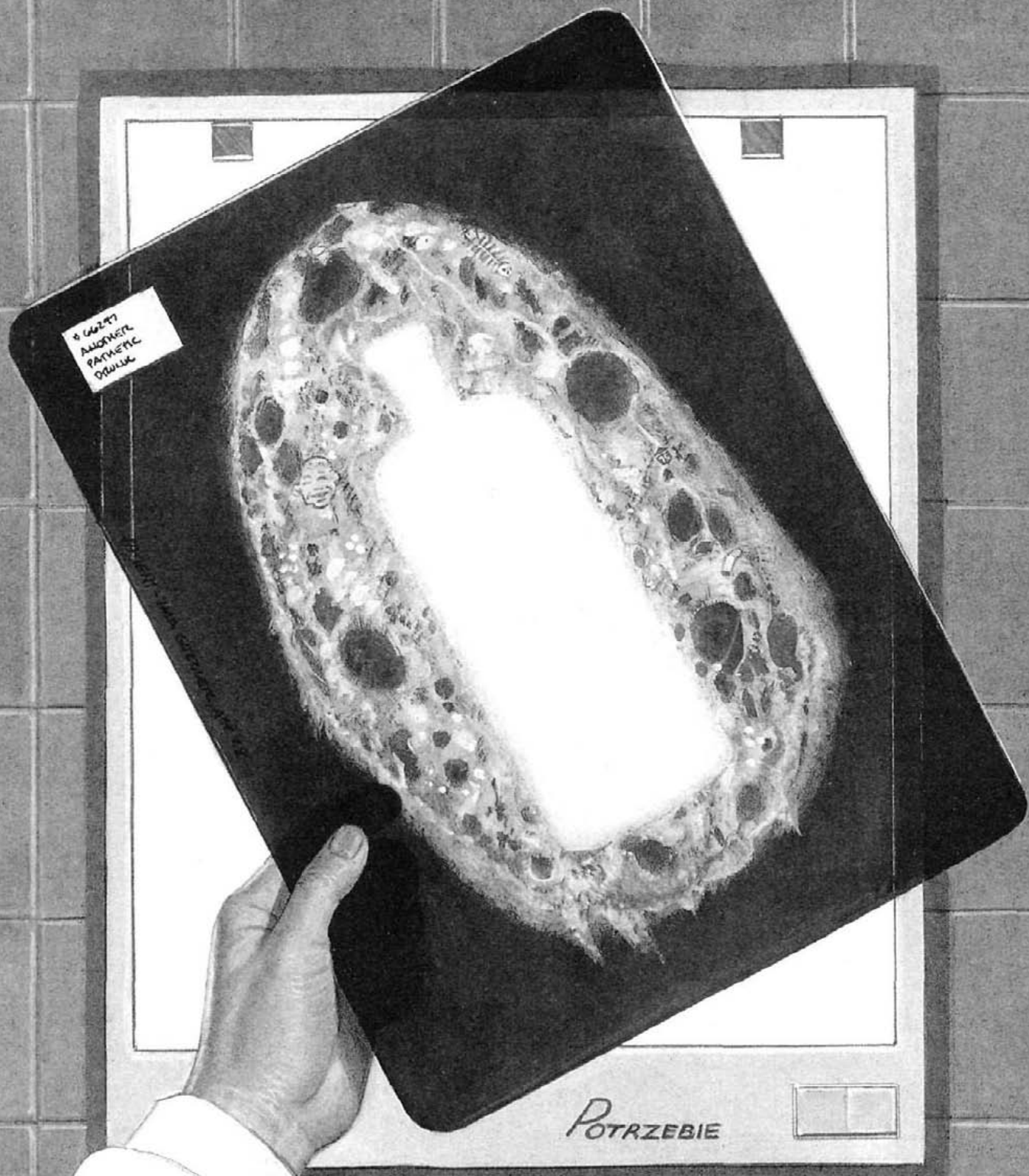


**90's The Big Question: "Would you like fries with that?"**









# ABSOLUT LIVER.



When you visit KFC for a bucket of wings, do you ever think about the terror the chicken experienced while sitting on poultry death row? Of course not, because you're not a wacko nut job! But there are some folks out there who live for the day when fried chickens, meat loaf and barbecued ribs will roam free! And those people put out a little item called...

# PETARD's

# ANIMAL RIGHTS

## NEWSLETTER

KISS MY  
BLOWHOLE!

MAMMALS  
ARE  
PEOPLE  
TOO!

NO  
PLANKTON  
NO PEACE!

FREE WILLY  
FOR REAL!

## Movie Animal Abuses Exposed!

Although appearing cute and happy throughout the movie *Free Willy* and its sequel, Keiko the Whale was actually subjected to much abuse by the studio which made the film! A recent PETARD investigation revealed scores of abuses, including several examples of discriminatory treatment. Among the violations cited, Keiko...

- Had no trailer
- Never received script approval
- Was not invited to view the rushes
- Could not dine with his fellow actors because the commissary would not add plankton to its menu

ARTIST: HERMANN MEJIA  
WRITER: CHRIS HART





# A Q&A

## With PETard Founder Irving Snailbiter On The Future Of The Movement

**Q:** What will your goal be once you've achieved a cruelty-free world for animals?

**A:** I believe that animals should enjoy the same rights as people. In particular, they should have the right to vote.

**Q:** That's an admirable goal. What would be the single biggest challenge?

**A:** Adjusting the voting booth levers for paws and hoofs.

**Q:** That aside, can animals understand the issues?

**A:** I think they could, if they were explained to them using props, scents and special treats. Their sheer numbers are so great that they would represent a major voting block, perhaps even becoming a third party and nominating their own candidate.

**Q:** Would they need a human to balance the ticket?

**A:** I'd like to say no, but the truth is, unless you have a running mate with an opposable thumb, you're not electable.

**Q:** It's sad, isn't it?

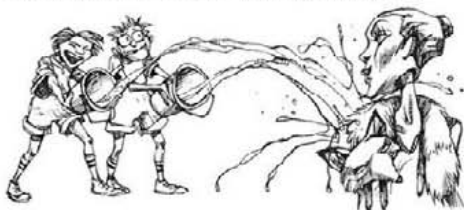
**A:** Yes, but this is what we've been up against forever!



## PETARD'S SUMMER CAMP

Give your child a summer of fun and memories while imparting important values! Our six-week program on sunny and scenic Lake Shanana includes...

**Target Practice** Improve protest accuracy by throwing paint at fur coat-wearing mannequins.



**Horseback Non-Riding** Run alongside horses as they gallop and trot.



**Arts and Crafts** Make effigies of the presidents of companies that test their products on animals and burn them at weekly campfires.

**Humane Fishing** Some of our campers caught a really big kelp last year!



**Plus...**  
Yeast barbecues over an open pit!



For more information contact:  
Harvey Fleabath, Director, Camp PETard  
Lake Shanana Box #17  
Noble Beast, Arkansas 05740

## OddS & eNdS

### Announcement

Next week's planned march against the Xanomeyer Ulcer Drug company has been canceled. PETard Chairman Alex Pachinko has reversed himself and has decided that the company's policy of testing its popular ulcer drug Zipapin on animals does not qualify as cruelty to animals after all.

### Three Great Reasons To Join PETard!

1. You get to feel self-righteous without actually doing anything.
2. Veal is way too expensive anyway.
3. You're a B-list celebrity who needs some publicity.

### Congratulations...

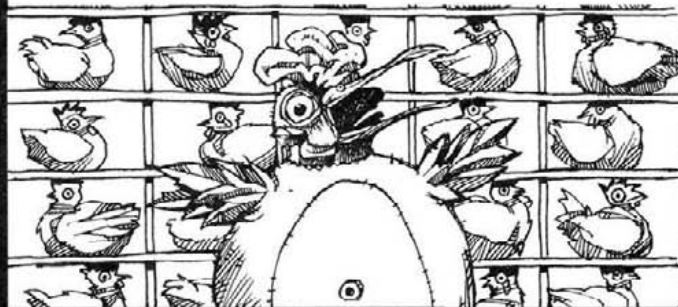
...to PETard Chairman Alex Pachinko on a complete recovery from his recent ulcer! Pachinko was able to avoid surgery, thanks to an advanced drug treatment from the good people at Xanomeyer.

# PETard GOES UNDERCOVER AT A POULTRY PLANT



PETard recently sent its investigative reporter, Harvey Pinksmile, to chronicle the horrors at a local chicken-processing factory. Here, for the first time, is his startling journal documenting the abuses he found:

**DAY ONE:** The conditions here are unspeakable. These dignified creatures have no privacy. No separate bathroom. No den. And on top of it all, no thought whatsoever has been given to decoration. Welcome to Hell.



**DAY TWO:** The cruelty here is even worse than I previously thought. These noble beasts are fed the same meal every day - there's no variety. The chickens obviously don't want to offend their hosts, because they gobble down all their food anyway, but I can tell that it's just an act.



**DAY THREE:** I was hoping that by now the chickens would at least be given some kind of exercise period or structured playtime, but I can see that my hopes will be dashed.



**DAY FOUR:** Well, I was afraid this would happen, and it did - the chickens are intellectually bored. I read aloud to them, but they didn't appear to be very interested. In fact, none of them even seemed aware that I exist, but I'm sure this is because they've been so abused. Looking at one of these poor souls, I felt its pain, until I realized that it was my own pain, because the sonofabitch pecked me in the eye!



## Are You A Caring Animal Owner? Ask Yourself These Questions. And Find Out!

1. In a blazing inferno, which comes first - the animals, or the children?



2. When you travel with your animal companion, do you accompany him in the luggage section so he doesn't get lonely, especially on cross-continent flights?



3. Are you willing to take a second job so that you can afford to keep your goldfish swimming in Evian?



4. Do you make squeamish faces when you pooper-scoop after your dog, or do you bring fun and joy to the process?





## The Humane Way To Train Your Animal Companion

If your dog bites your child –



Bring your dog over to your child and point the animal's face at the bite mark, so he can see the damage he caused. If he bites again, put his face near the wound again. Keep doing this until the dog gets the message. He will eventually learn that biting someone is wrong.

When your pet relieves himself on your carpet –



Never scold, which only damages his self-esteem. Instead, gently point out the error of his ways. Don't make him feel ashamed about his bodily functions. You should also relieve yourself on the rug, just to show him that we all make mistakes.

If your dog eats your garbage –



Find out exactly which dinner scraps from the trash he's eating and prepare it for him every night. Soon he will get tired of it. If he starts to eat something else from the garbage, prepare that for him too. Keep doing this every night.

## Do You Really Think Humans Are More Intelligent Than Animals?

Take this quiz and then decide!

- Which species teaches its offspring by referring them to a purple dinosaur?
- Which species keeps paying Sylvester Stallone huge sums of money to make movies that bomb?
- Which species sends away for products shown on infomercials?
- Which species thinks that something that sells for \$4.99 is a lot cheaper than a product that sells for \$5.00?
- Which species put *MAD TV* on the air?
- Which species has followers who consider Louis Farrakhan a real reverend?
- Which species wears toupees?



# Chimps Show Language Skills!



A recent study conducted by PeTARD scientists in conjunction with the National Zoo in Washington, D.C. revealed that chimpanzees are capable of understanding words and their meanings. After being taught how to use sign language and given a vocabulary, the chimps were able to communicate using complete sentences! Here are a few examples of what our remarkable primate cousins are thinking:

**"Ball car hungry."**  
**"Sing bed hungry."**  
**"Friend toe hungry."**  
**"Red day hungry."**

It's all very exciting. Researchers are now working on figuring out the hidden meanings.

# PeTARD

## Wins Court Injunction!

PeTARD won a major legal victory last week on behalf of a ten-year-old boy whose dog, Reggie, contracted rabies. PeTARD filed a claim against the boy's parents, preventing them from destroying the noble beast. PeTARD maintained that destroying the animal would violate its rights under the First, Fifth and Eighth Amendments. The boy, Hiram Flicky, was grateful for PeTARD's efforts.

**"Reggie foams and snaps a little, but if I move quickly, I can avoid most of the bites,"**

exclaimed the cheeky young animal lover.



PeTARD presented Hiram a free lifetime membership, which doctors say should last about six months.

# A PeTARD SUCCESS STORY

PeTARD social workers this week managed to successfully convince a group of starving Africans into giving up the practice of eating meat. The Kenyans, for whom meat is the only food available during the dry season, agreed to end their cruelty.



## Next Month...

•How to turn your snake into a vegetarian while minimizing the damage to his kidney, liver and heart.

•Children's nursery rhymes re-written to be animal-friendly, featuring "Three Visually-Challenged Mice."

•Why humans can look to animals as moral examples, even if they do occasionally eat their young.

•The battle to free a seeing-eye dog from its blind owner.

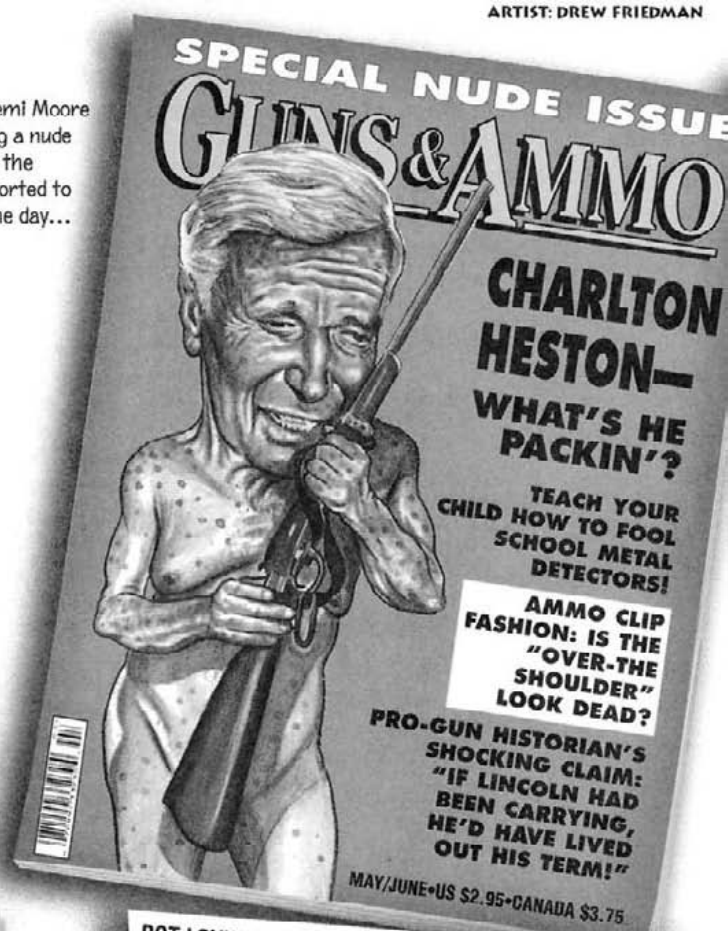




WHEN THE GOING GETS BUFF DEPT.

**S**haron showing her Stones, Sly revealing his Stallones and Demi Moore semi-nude—these days you can't turn around without seeing a nude celebrity on the cover of your favorite magazine. So far, only the entertainment-driven pap like *Rolling Stone* and *Vanity Fair* have resorted to this cheap, sales-boosting trick! But oh, Lordy Lordy do we dread the day...

# WHEN OTHER MAGAZINES RESORT TO FEATURING NUDE CELEBRITIES ON THEIR COVERS

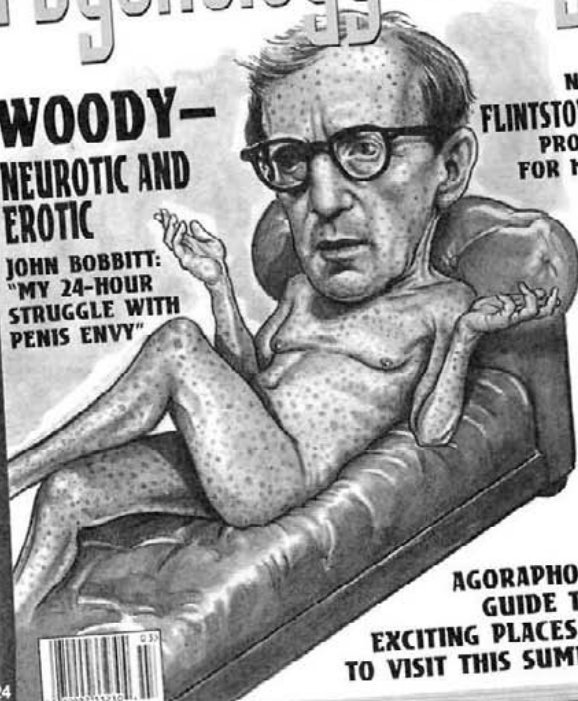


# Psychology Today

**WOODY—  
NEUROTIC AND  
EROTIC**

JOHN BOBBITT:  
"MY 24-HOUR  
STRUGGLE WITH  
PENIS ENVY"

NEW  
FLINTSTONES  
PROZAC  
FOR KIDS



THE  
AGORAPHOBE'S  
GUIDE TO 10  
EXCITING PLACES NOT  
TO VISIT THIS SUMMER!

POT-LOVING ASTHMATIC CONVERTS NEBULIZER INTO BONGS

# HIGH TIMES

**DAVID CROSBY  
STILL SMOKIN'!**

HOW TO GET  
DOCTOR-  
PRESCRIBED POT  
BY FAKING  
GLAUCOMA

TALES OF MUNCHIES  
MADNESS: "I ATE  
MY BODY WEIGHT  
IN MOON PIES!"

SIGHTSEEING ACID  
TRIPS FOR COST-  
CONSCIOUS  
TRAVELERS

MAN ROLLS AND  
SMOKES DEAD PAL'S  
ASHES: "THE BUZZ  
WAS PRETTY GOOD!"



APRIL  
ISSUE

# EBONY

JULY/AUGUST-US \$4.95-CANADA \$5.99

LOUIS FARRAKHAN'S  
SPRING  
BOWTIE  
PREVIEW!

## Reverend Al Reveals All!



# WINE & SPIRITS

PRICE \$3.95

## TEDDY- STRAIGHT UP!

WACKY PRACTICAL  
JOKER SPIKES PUNCH  
AT A.A. MEETING

NEW  
JELL-O SHOT  
RECIPES  
YOUR KIDS  
WILL LOVE!

HOW TO CHEAT ON  
BREATHALYZER  
TESTS



OCTOBER



# Modern Maturity

AUGUST  
\$3.99

## BOB DOLE'S RETIREMENT PACKAGE: BIGGER THAN YOURS?

EXCESSIVE EAR  
HAIR IS SEXY!

LATEST IN ADULT  
DIAPER FASHION

WIN A FREE HIP  
REPLACEMENT!

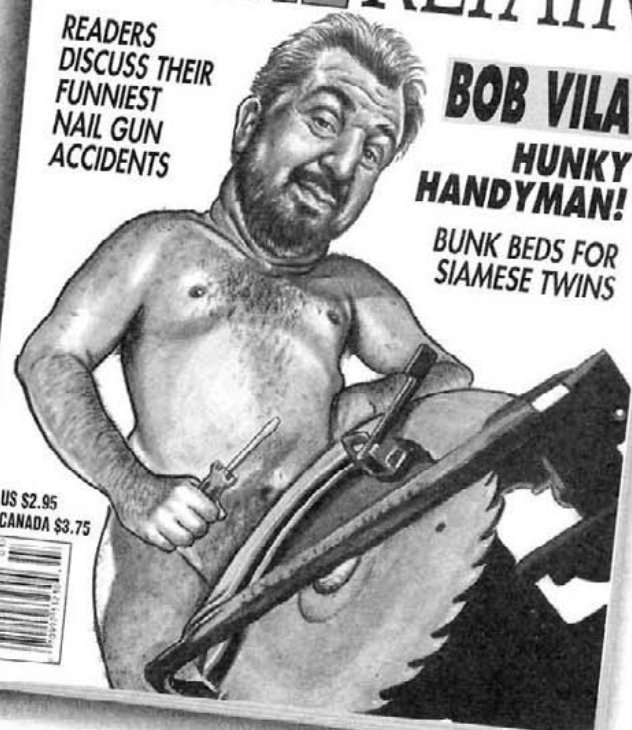


# DECEMBER HOMEREPAIR

READERS  
DISCUSS THEIR  
FUNNIEST  
NAIL GUN  
ACCIDENTS

## BOB VILA HUNKY HANDYMAN!

BUNK BEDS FOR  
SIAMESE TWINS



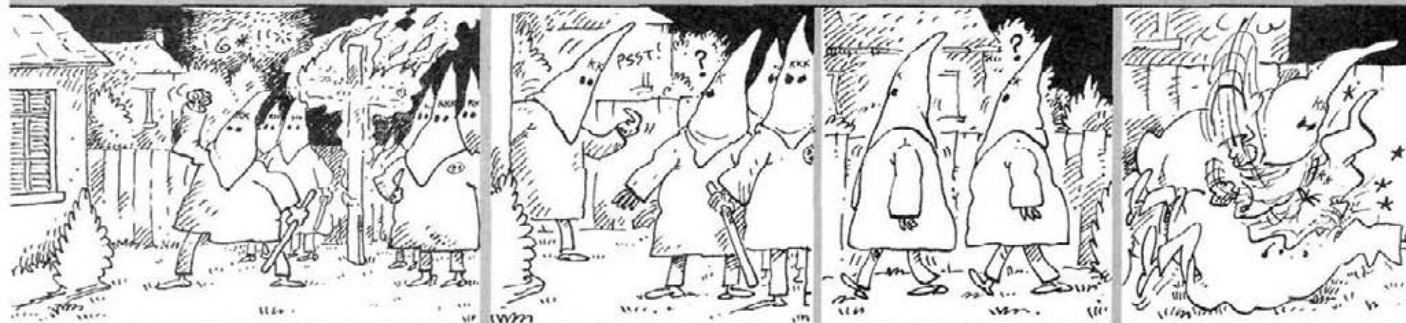
US \$2.95  
CANADA \$3.75







# A MAD LOOK AT

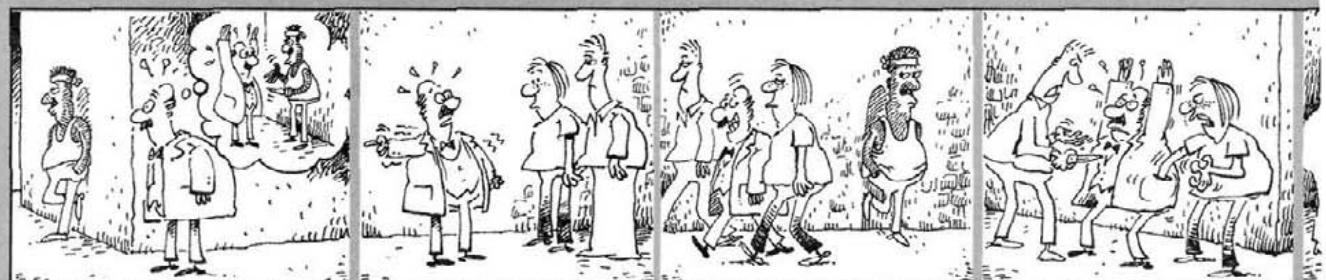
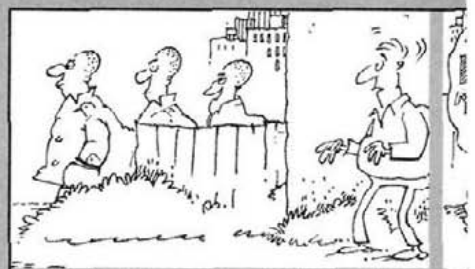


# RACISM

ARTIST AND WRITER: SERGIO ARAGONES











You've read about it in newspapers.  
It's been debated by educators and politicians all over the  
country. It's a phenomenon that's headed straight  
to your town. Get ready  
for it with...

# Hooked On Ebonics!™

ARTIST: R.J. MATSON  
WRITER: DESMOND DEVLIN

**Hooked On Ebonics™** is the fast, easy way to learn Ebonics, the 400-year old language that no one had heard of or cared about until a just few months ago. Whether you believe Ebonics is a legitimate language or merely the dialect of the future for those who have none, one thing's for sure: You need to learn it! And you can - without having to enroll in an Oakland, California public school! With the **Hooked On Ebonics™** advanced audiocassette and flash card system, you'll be flamboastin' your fresh-dipped flow with ruthless effect! Don't know what we're talking about? Scope dis!

**Hooked On Ebonics™**  
will teach you how to  
speak improper English  
properly! **You'll learn:**

- How to drop consonants off the ends of words for no reason whatsoever!
- The special tongue exercises that help you turn the "th" sound into the "ff" sound!
- How to ignore years of traditional English grammar in just minutes!

Y'all be down wif tha 4-1-1, an' whatnot?  
Boo-yaaa!!! 'Cause Hooked on Ebonics™ is butter! See for yourself!

**Here's a typical seventh grade student giving an oral report:**

George Washington became our first President in 1789. He was chosen because of the leadership he showed as General during the Revolutionary War. Following America's victory, Washington was instrumental in lobbying for ratification of the Constitution. Resourceful and brave, his personal discipline was essential to the new Union. We can all be grateful that he was there for our nation's growing pains.

Now here's  
that very  
same  
student after  
listening to  
Da ABC's  
of Ebonics,  
the first  
audiocassette  
in the  
Hooked On  
Ebonics™  
series:

George was da head G, you know what I'm sayin'? Da head chump in Englan' be frontin', so Wash goes, "Uh-uh, homey, I got mad skillz!" So da King goes, "You ain't be grabbin' my hood, timbertooth!" So Wash goes, "You know where I be, Poinexter!" So da King sendz his boyz over for a sail-by, but BOOM! Wash wastes their sorry ass. In conclusion, Georgie was da BOMB!



Clearly, the **Hooked On Ebonics™** student has a firmer grasp of the socio-political realities of the Post-Colonial period. More importantly, he's cool! His Teach be droppin' him an A++!

**Yo!** Send me **Hooked On Ebonics™** Cassette #1, **Da ABC's of Ebonics**, hosted by Professor Martin Lawrence.

Send me Cassette #2, **Da 10 Most Axed Questions**, hosted by Professor Busta Rhymes.

Send me Cassette #3, **Whass'up? Not My Income!** hosted by Professor Emeritus Bill Bellamy.

Send me Cassette #4, **Yo' Résumé Be in da Garbage**, hosted by Professor Little Penny Puppet.

Price per cassette: Only \$5,000 (plus \$5,000 in matching Federal funds).

Send to: **Hooked On Ebonics™** Around the Way, Oakland, CA, 94619

Or, while you can still understand these words, be hittin' these digits today!  
1-800-I-BE-YOU-BE-HE-BE

Since me and my peeps was **Hooked On Ebonics™**, we gets crazy hella praps! Step to the next level and flex, today!





From the racist rantings of Mark Fuhrman to the drunken boys in blue of the NYPD, every time you open the paper, you read another story about cops gone bad! These guys are so corrupt, they make Al D'Amato look like the Pope! So, where are police officers learning to be gun-toting, nightstick wielding, rights-violating maniacs? The Discovery Channel? No, they're poring over a secret, underground handbook that a crack team of MAD investigative reporters (Okay, actually, a guy named Herb with a fake "Press" badge) has unearthed! Now, for the first time, we present to the public...

THE

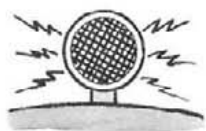
COP'S  
GUIDE  
TO GOOD  
POLICE WORK

ARTIST: GEORGE WOODBRIDGE

WRITER: ANDREW J. SCHWARTZBERG







When in your squad car, be sure to use your police siren at all times — even when not responding to a call. This will allow you to run red lights, commit vehicular manslaughter and attempt those dangerous, high-speed maneuvers you've seen on cop shows that you'd never want to perform in your own car! And all under the guise of standard police procedure!



When getting a description of a suspect, keep in mind that people's perceptions vary. If a suspect is described as a 6'2" white man with blonde hair wearing a leather jacket, you have every right to apprehend and beat up a 5'1" black man with no hair and a denim jacket. Remember, the description you were given *did* include a jacket!



Shaking down a drug dealer is much more effective than arresting him. You will avoid bogging down the courts with another endless trial, and you can sell the drugs for extra cash without having to put in overtime!



Shaking down a prostitute is even more economical than shaking down a drug dealer. Aside from getting money and an opportunity to beat someone up, you can demand free sex. This saves you hundreds of dollars you would have spent on the same prostitute while off-duty!



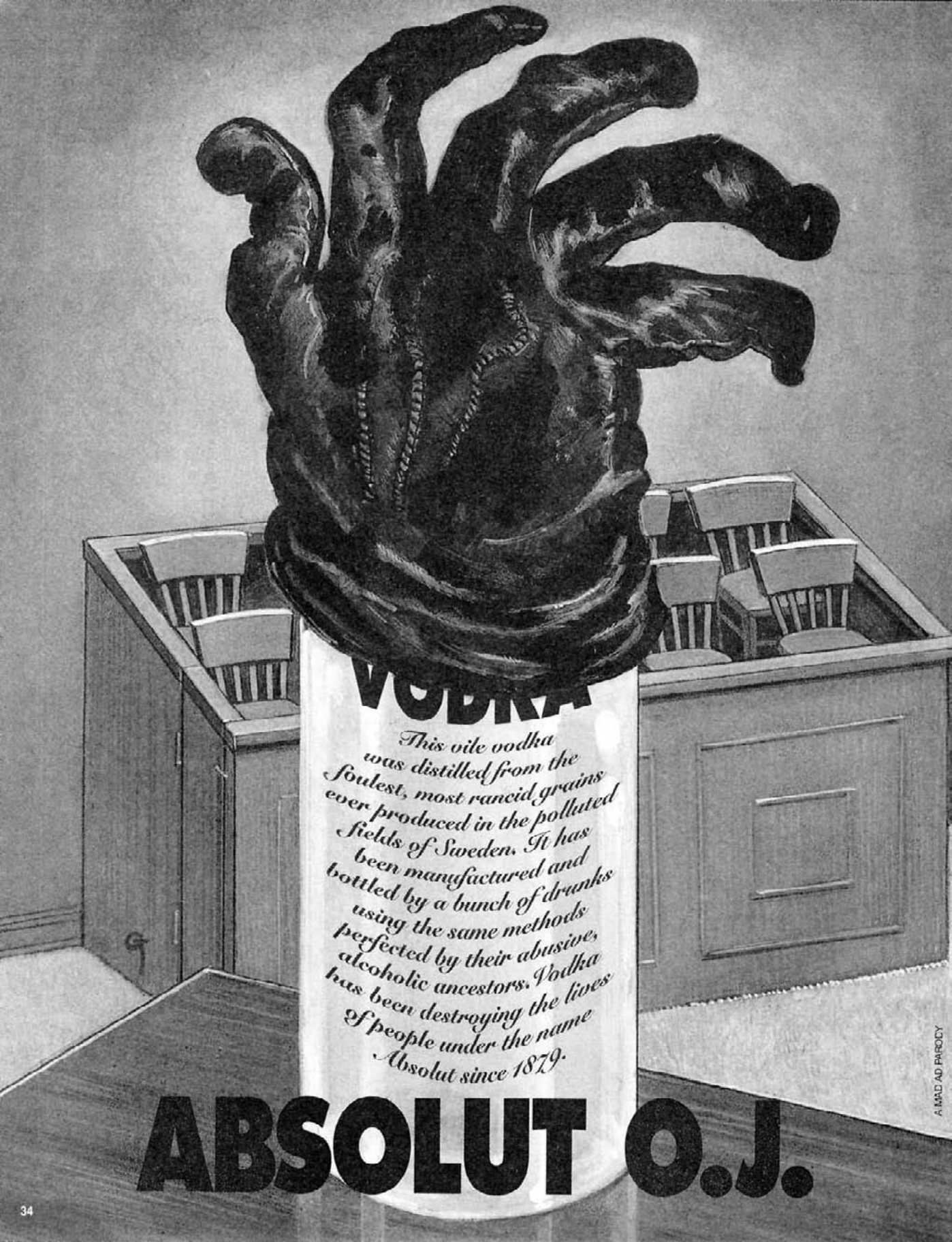
Obtaining a search warrant is a time-consuming process that often leads to the escape of a wanted criminal — all in the name of arcane rules involving "due process." You can avoid this Constitutional hassle by kicking in a suspect's door and rendering him/her unconscious before they can ask any questions. If they manage to ask to see a warrant before you can knock them out, flash your Blockbuster Video card or an old Chinese restaurant take-out menu. (Any piece of paper will do.) Most civilians have never seen a search warrant and have no idea what one looks like!

**Remember: Even if you're**









**VODKA**

*This vile vodka  
was distilled from the  
foulest, most rancid grains  
ever produced in the polluted  
fields of Sweden. It has  
been manufactured and  
bottled by a bunch of drunks  
using the same methods  
perfected by their abusive,  
alcoholic ancestors. Vodka  
has been destroying the lives  
of people under the name  
Absolut since 1879.*

**ABSOLUT O.J.**

# THE LIGHTER SIDE OF...



## RELATIONSHIPS

I found out my boyfriend is having a wild sex affair with some hot babe on the Internet!



How did you find out?



I'm the hot babe!



## JUSTICE

The jury has found you guilty! Do you have anything to say before I pronounce your sentence?

Yes I do, your Honor! I do not feel the verdict is fair!



Out of over 200 million people in the USA, only 12 said I was guilty!



## EMPLOYMENT

Richard, I showed your résumé to all my department heads and they agreed unanimously that you should get the top management job! Congratulations!

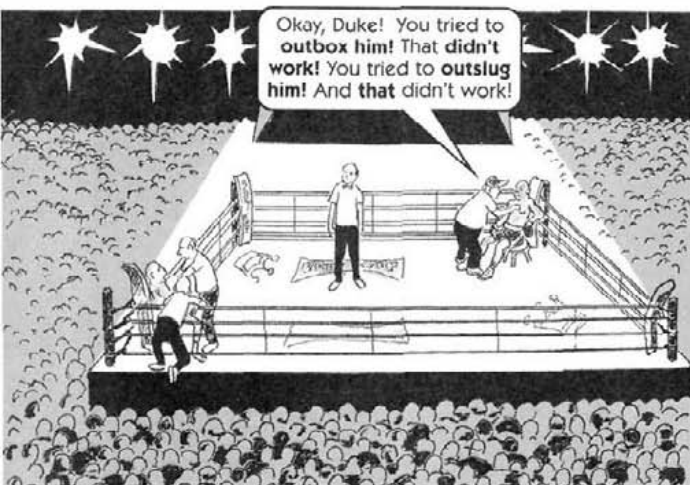
Thanks, Dad!



ARTIST AND WRITER: DAVE BERG



## COMPETITION



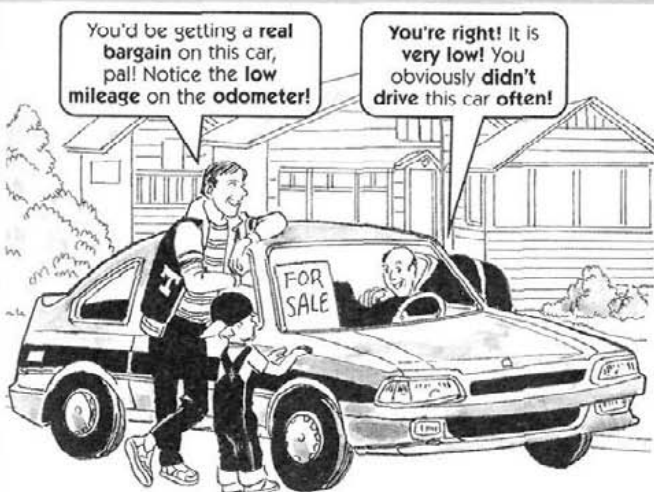
## CHAUVINISM



## SCHOOL



## SALESMANSHIP



## TECHNOLOGY



## THERAPY





## THE OFFICE



## BABY-SITTING

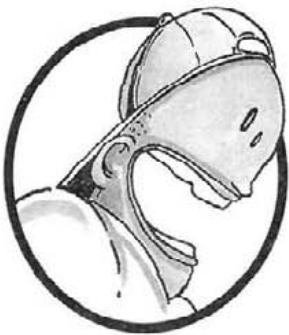


## DOCTORS



## FEAR





THE SCHMUCKS STOP HERE DEPT.

First, Simon met Garfunkel. Next, Black met Decker. Then, Simon met Decker and no one cared! It's in this meaningless tradition of culturally insignificant couplings that we welcome Jenkins and Melvin to the pages of MAD! Why are they here? To teach us right from wrong? To guide us through the intricacies of daily life? To entertain and amuse us? Hell no! They're here to be licensed, licensed, licensed! With any luck we'll have their ugly faces on t-shirts, lunch boxes and shammy cloths faster than you can say Garfield! Until then you can see them in ...

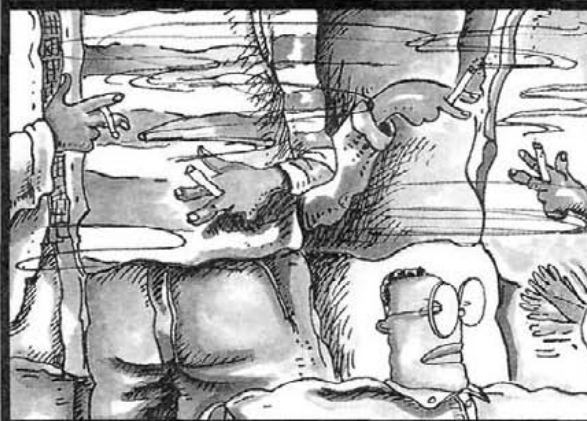


# Melvin & Jenkins

## GUIDE TO PERSONAL FITNESS

**Jenkins**

never smokes and avoids inhaling dangerous second hand smoke whenever possible.



**Melvin**

knows he can get a semi-decent buzz just from licking ashtrays.



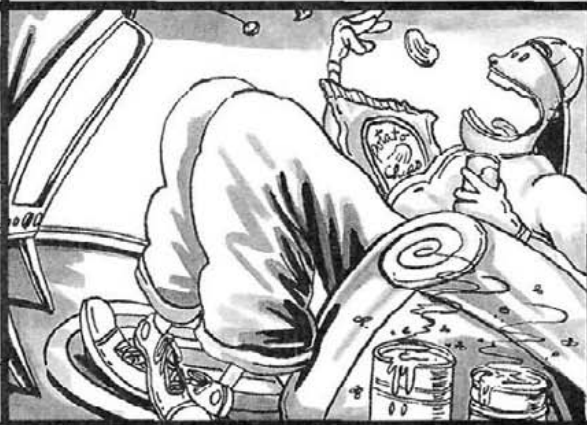
**Jenkins**

tries to work out vigorously for at least an hour a day.



**Melvin**

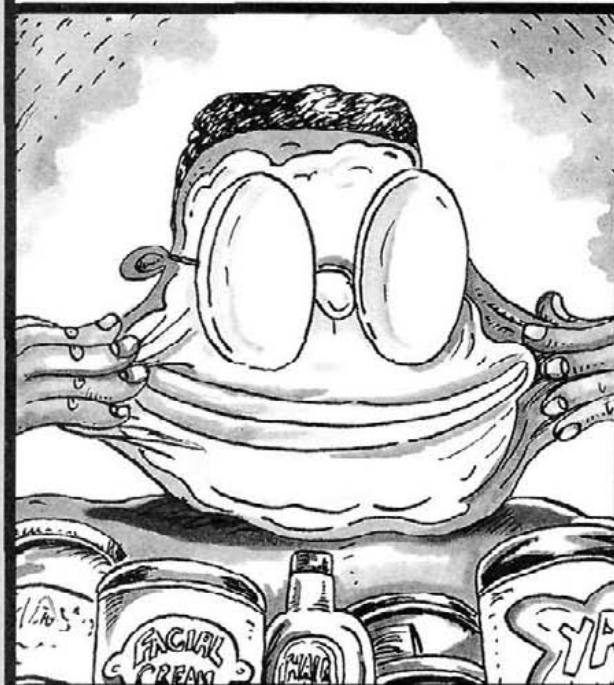
keeps a coffee can next to the sofa so he doesn't have to walk back and forth to the bathroom all evening.





*Jenkins*

knows that proper skin care is an important part of good health.



*Melvin*

can write his name on the bathroom mirror with well-aimed squirts of zit juice.



*Jenkins*

is a proud member of the President's Council on Physical Fitness.



*Melvin*

was once interrogated for mailing naked pictures of himself to the President's wife.



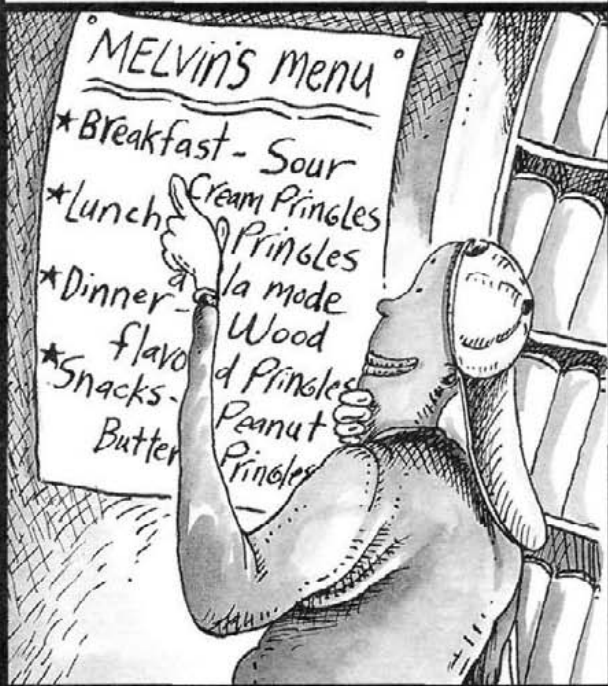
**Jenkins**

is careful to partake  
of all four major food  
groups every day.



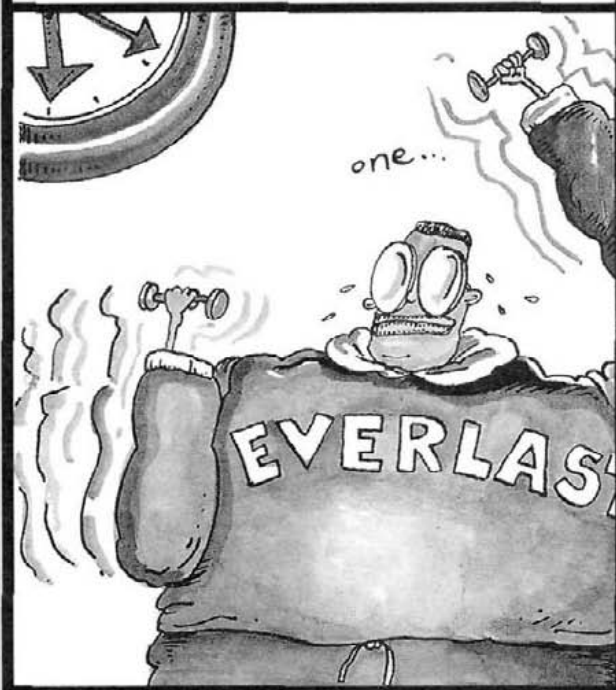
**Melvin**

is careful to partake  
of at least four flavors  
of Pringles every day.



**Jenkins**

begins a new weight  
training regimen by taking  
it slowly to avoid injury.



**Melvin**

still pees blood from the time  
his friend bet him he couldn't  
lift the washing machine.





# One Sad Sunday

at St. Sebastian's



To date, the church has paid out over a million dollars for lawsuits against priests who have molested young boys. These are just the cases we know about.

As a result there will be a second collection this week!





For the last five years, MTV has gathered a group of seven petty, whining twentysomethings, put them up rent-free in a house they couldn't possibly afford otherwise, and had them duke it out over who left the half-eaten bowl of Count Chocula in the sink. And all for our amusement! But after five seasons in New York, Los Angeles, San Francisco, London, and Miami, about the only place left to film is Sandusky, Ohio! Perhaps the producers will take our advice, visit some new places and liven things up a bit when they begin work on...

## FUTURE EDITIONS OF MTV'S

# THE REAL WORLD

ARTIST: SAM VIVIANO

WRITER: MIKE SNIDER

**KHALID**  
The  
African-  
American  
Kick-  
Boxer



This is the true story...

...of seven really strange people...

...picked to live in a billion-dollar spacecraft...

**CARLOS**  
The  
Attention  
Deficit-  
Disorder  
Veterinary  
Student



**TANYA**  
The  
Super-  
Vain  
Model  
Wannabe



...for no good reason whatsoever...

...to find out what happens...

...when people stop being polite...

...and start getting weightless!

**TIFFANI-  
TAMI**  
The  
Suburban  
Mall Girl



**BIFF**  
The  
Airheaded  
California  
Surfer  
Dude



**GASH**  
The London  
Punk Rocker  
With  
Piercings  
Galore



**ISHI-YO**  
The  
Pauly  
Shore  
Groupie



# The Real World—Aboard the Space Shuttle





**ANGUS**  
Ireland's  
Premier  
Bono  
Imperson-  
ator



This is yet another true story...

...of seven even stranger people...

...thrown together like animals in a zoo...

...in exchange for 13 weeks of fame...

...to find out what happens...

...when the show's rental budget runs out...

...and they're forced to survive on the streets!

**MINERVA**  
The  
Depressed  
Feminist



**LITTLE  
FEATHER**

The Native  
American  
Shot-  
Putter



**BOB**

The  
Strait-  
Laced  
Republican  
Poet



**ANNETTE**

The  
Scottish-  
American  
Dope-  
Head



**LING-SOO**

The  
Innocent  
Girl  
Next  
Door



**STINKY**

The  
Pungent  
Filmmaker



# The Real World—Homeless in the Big City





**GERHARDT**  
THE  
TAP-DANCING  
WHITE  
SUPREMACIST



This is the ultimate true story...

...of several MTV executives...

...who decided that previous Real Worlders...

...just weren't nasty enough to each other...

...so they wanted to find out what happens...

...when people really stop acting polite...

...and start getting homicidal!



**ACE**  
THE  
ANTI FUR  
/PRO  
LEATHER  
ACTIVIST

**ABDUL X**  
THE ONLY  
FLUTIST IN  
THE NATION  
OF ISLAM



**BUBBA**  
THE  
OFFICIAL  
ARCHEOLOGIST  
OF THE  
KKK

**YITZHAK**  
THE ANTI-  
DEFAMATION  
LEAGUE'S  
GEXPERT

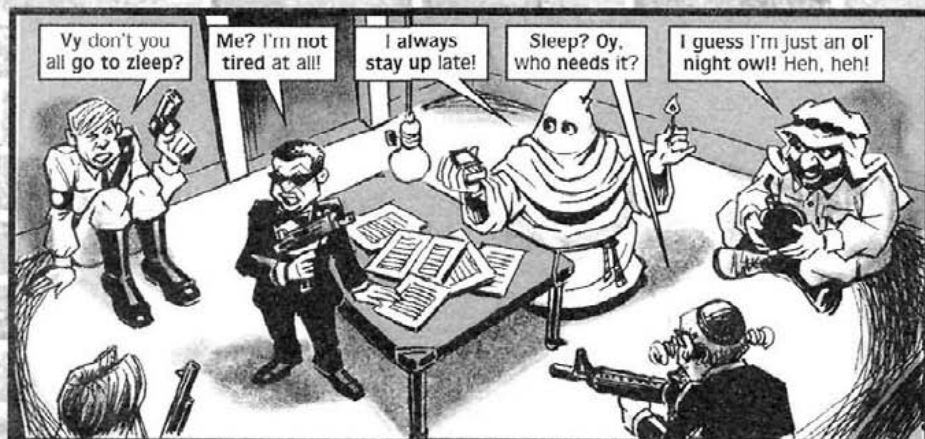


**MAHMOUD**  
THE  
TERRORIST  
PLAYWRIGHT



**SHEILA**  
THE  
MAN-  
HATING  
VEGETARIAN  
JUGGLER

# The Real World—With Ultra Extremists



**LL DEF  
DONNA**  
THE  
HIP-HOP  
HOPEFUL



This is (sigh) the umpteenth true story...  
...of seven clueless-but-trendy young people...  
...plunked down in as exotic a locale...

**RAJIV**  
THE  
THEORETICAL  
PHYSICIST /  
MALE  
STRIPPER



**TODD**  
THE  
SNOW-  
BOARDING  
LIBRARIAN



...the producers came up with over  
drinks one night...

...to find out what happens...

...when people stop worrying about  
personal safety...

...and start getting shelled!

**SU-SU**  
THE  
ROLLER-OBICS  
INSTRUCTOR



**BABS**  
THE  
ASPIRING  
MIME



**JIM-BOB-JOE**  
THE  
ALABAMA  
REDNECK  
PHILOSOPHY  
STUDENT



**CARMELITA**  
THE  
PSYCHIC  
HAIRSTYLIST



# The Real World - Bosnia







AND NOW AN ABSURD FROM OUR SPONSORS DEPT.



ARTIST: TIMOTHY SHAMEY

WRITER: DICK DEBARTOLO



**WHERE HAS AN  
UNEXPECTED  
SUPPLY OF CRUDE  
RECENTLY BEEN  
DISCOVERED?**

## **HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN**

American oil companies are always on the lookout for new locations to discover crude. Everybody knows, it can be a dirty business fighting for the drilling rights. Recently, however, a major strike occurred in an unlikely place. To find out where this surprising eruption took place, fold page in as shown.

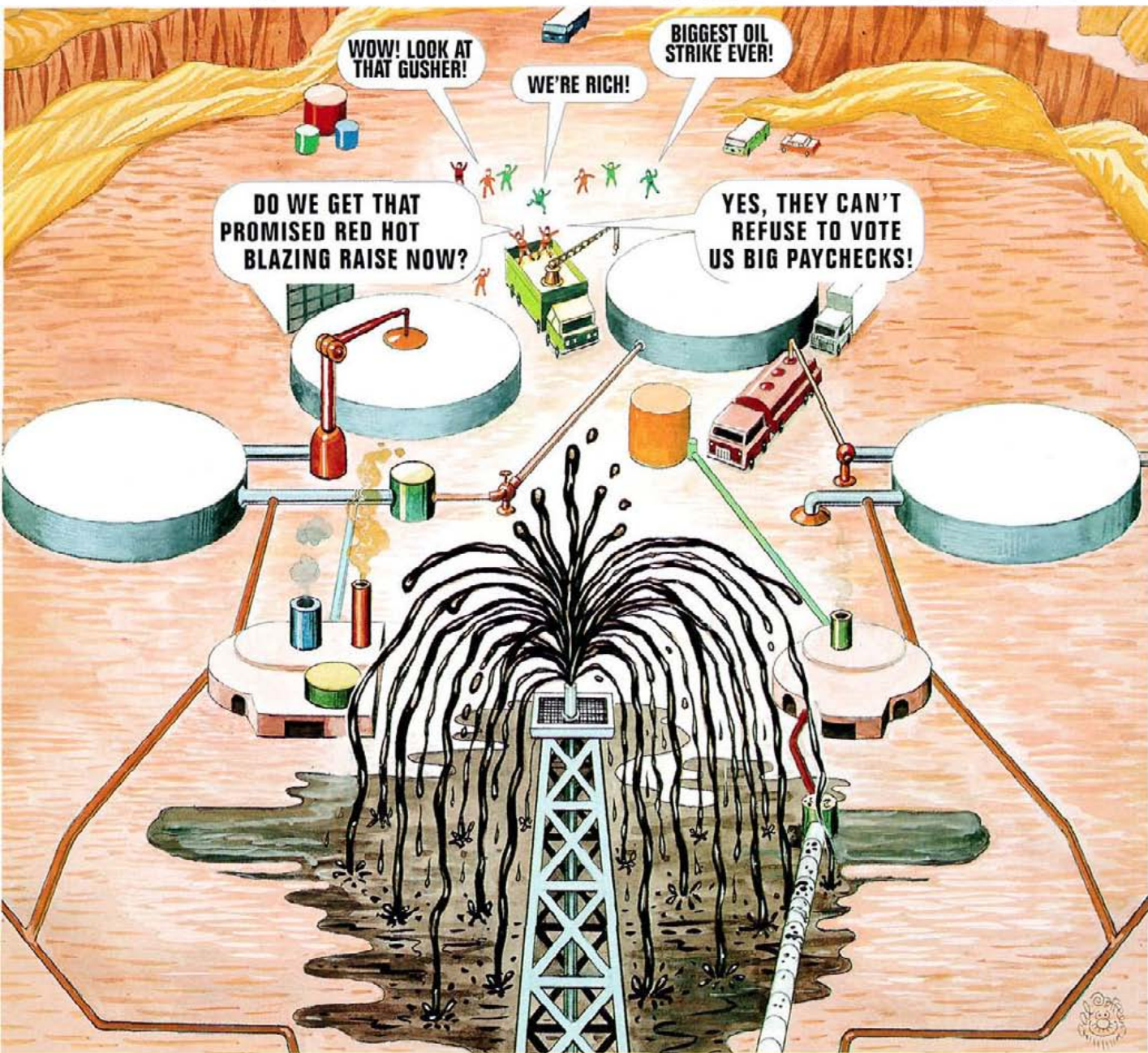


**FOLD PAGE OVER LIKE THIS!**

**A ▶**

**FOLD THIS SECTION OVER LEFT**

**◀ B FOLD BACK SO "A" MEETS "B"**



**IN THE TERRIBLY RISKY OIL GAMBLE, A GUSHER IS EXACTLY WHAT WILDCATTERS PRAY FOR. THEY GO BOLDLY DRILLING IN OCEANS, DESERTS AND HARD-ROCK MOUNTAINS HOPING FOR THE NEXT OIL BOOM**

**A ▶**

**ARTIST AND WRITER: AL JAFFEE**

**◀ B**





**ABSOLUT WINTER.**